

**Amendment and Response**

Applicant: George B. Hobbs

Serial No.: 09/734,290

Filed: December 11, 2000

Docket No.: 10003973-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING

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**IN THE CLAIMS**

Please add new claims 35-37.

Please amend claims 1-4, 6-13, 15-20, and 29 as follows:

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1. (Currently Amended) A method of processing a print job of a customer and directing advertising to the customer, the method comprising ~~the steps of~~:

defining a print processing system controller having an advertisement registered therewith;

defining a network communication link between the customer and the print processing system controller;

processing a job ticket for the print job with the print processing system controller;

and

presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job.

2. (Currently Amended) The method of claim 1, wherein ~~the step of~~ defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.

3. (Currently Amended) The method of claim 1, wherein the print processing system controller has a plurality of advertisements registered therewith, and wherein ~~the step of~~ presenting the advertisement to the customer includes presenting at least one of the advertisements to the customer via the network communication link.

4. (Currently Amended) The method of claim 3, wherein ~~the step of~~ processing the job ticket includes receiving a plurality of attributes for the print job at the print processing system controller via the network communication link, and further comprising ~~the step of~~:

selecting the at least one of the advertisements based on at least one of the attributes for the print job.

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5. (Original) The method of claim 4, wherein receiving the plurality of attributes for the print job includes receiving at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.
6. (Currently Amended) The method of claim 1, further comprising ~~the step of~~ registering the advertisement with the print processing system controller.
7. (Currently Amended) The method of claim 6, wherein ~~the step of~~ defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller, and wherein ~~the step of~~ registering the advertisement includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link.
8. (Currently Amended) The method of claim 6, wherein ~~the step of~~ registering the advertisement includes storing the advertisement, and wherein ~~the step of~~ presenting the advertisement includes retrieving the advertisement.
9. (Currently Amended) The method of claim 1, wherein ~~the step of~~ processing the job ticket includes receiving the job ticket for the print job at the print processing system controller, and wherein ~~the step of~~ presenting the advertisement includes presenting the advertisement to the customer via the network communication link when the print processing system controller receives the job ticket for the print job.
10. (Currently Amended) The method of claim 1, wherein ~~the step of~~ processing the job ticket includes generating and submitting the job ticket for the print job to the print processing system controller, and wherein ~~the step of~~ presenting the advertisement includes presenting the advertisement to the customer via the network communication link when the job ticket for the print job is generated.

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11. (Currently Amended) A method of processing a print job of a customer and directing advertising to the customer, the method comprising ~~the steps of~~:

defining a print processing system controller having a plurality of advertisements registered therewith;

defining a network communication link between the customer and the print processing system controller;

processing a job ticket for the print job with the print processing system controller and selecting at least one of the advertisements based on the job ticket; and

presenting the at least one of the advertisements to the customer via the network communication link.

12. (Currently Amended) The method of claim 11, wherein ~~the step of~~ defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.

13. (Currently Amended) The method of claim 11, wherein ~~the step of~~ processing the job ticket and selecting the at least one of the advertisements includes receiving a plurality of attributes for the print job at the print processing system controller and selecting the at least one of the advertisements based on at least one of the attributes for the print job.

14. (Original) The method of claim 13, wherein receiving the plurality of attributes for the print job includes receiving at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.

15. (Currently Amended) The method of claim 11, further comprising ~~the step of~~ registering the advertisements with the print processing system controller.

16. (Currently Amended) The method of claim 15, wherein ~~the step of~~ defining the network communication link includes defining the network communication link between a plurality of advertisers, the customer, and the print processing system controller, and wherein

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~~the step of registering the advertisements includes registering the advertisements with the print processing system controller via the network communication link.~~

17. (Currently Amended) The method of claim 15, wherein ~~the step of registering the advertisements includes storing the advertisements, and wherein the step of presenting the at least one of the advertisements includes retrieving the at least one of the advertisements.~~

18. (Currently Amended) The method of claim 11, wherein ~~the step of presenting the at least one of the advertisements to the customer includes presenting the at least one of the advertisements to the customer via the network communication link when the print processing system controller processes the job ticket for the print job.~~

19. (Currently Amended) The method of claim 11, wherein ~~the step of processing the job ticket includes receiving the job ticket for the print job at the print processing system controller, and wherein the step of presenting the at least one of the advertisements includes presenting the at least one of the advertisements to the customer via the network communication link when the print processing system controller receives the job ticket for the print job.~~

20. (Currently Amended) The method of claim 11, wherein ~~the step of processing the job ticket includes generating and submitting the job ticket for the print job to the print processing system controller, and wherein the step of presenting the at least one of the advertisements includes presenting the at least one of the advertisements to the customer via the network communication link when the job ticket for the print job is generated.~~

21. (Original) A system for processing a print job of a customer and directing advertising to the customer, the system comprising:

a print processing system controller configured to have an advertisement registered therewith, wherein the print processing system controller is adapted to process a job ticket for the print job and present the advertisement to the customer when the print processing system controller processes the job ticket for the print job.

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22. (Original) The system of claim 21, wherein the print processing system controller is configured to communicate with the customer via a network communication link, and wherein the print processing system controller is adapted to present the advertisement to the customer via the network communication link.

23. (Original) The system of claim 22, wherein the network communication link is an Internet communication link.

24. (Original) The system of claim 21, wherein the print processing system controller is configured to have a plurality of advertisements registered therewith, and wherein the print processing system controller is adapted to present at least one of the advertisements to the customer.

25. (Original) The system of claim 24, wherein the print processing system controller is adapted to receive a plurality of attributes for the print job and select the at least one of the advertisements based on at least one of the attributes for the print job.

26. (Original) The system of claim 25, wherein the attributes for the print job include at least one of a file format, a number of copies, a print medium, a printing layout, a printing quality option, a color printing option, a finishing option, a delivery option, and a customer identification for the print job.

27. (Original) The system of claim 21, further comprising:  
a customer interface configured to communicate with the print processing system controller via a network communication link to transmit the job ticket for the print job to the print processing system controller.

28. (Original) The system of claim 27, wherein the network communication link is an Internet communication link.

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29. (Currently Amended) The system of claim 27, wherein the customer interface includes an advertisement field and at least one of a file format field, a number of copies field, a print medium field, a printing layout field, a printing quality option field, a color printing option field, a finishing option field, a delivery option field, and a customer identification field.

30. (Original) The system of claim 21, wherein the print processing system controller is configured to communicate with at least one advertiser via a network communication link, and wherein the print processing system controller is adapted to receive at least one advertisement from the at least one advertiser via the network communication link.

31. (Original) The system of claim 30, wherein the network communication link is an Internet communication link.

32. (Original) The system of claim 21, further comprising:  
a print processing data storage system configured to communicate with the print processing system controller and store the advertisement therein.

33. (Original) The system of claim 21, wherein the print processing system controller is adapted to present the advertisement to the customer when the job ticket for the print job is generated.

34. (Original) The system of claim 21, wherein the print processing system controller is adapted to receive the job ticket for the print job and present the advertisement to the customer when the job ticket for the print job is received.

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35. (New) The method of claim 1, wherein presenting the advertisement includes displaying the advertisement for the customer.

36. (New) The method of claim 11, wherein presenting the at least one of the advertisements includes displaying the at least one of the advertisements for the customer.

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A3 37. (New) The system of claim 27, wherein the print processing system controller is adapted to present the advertisement to the customer via the customer interface and the customer interface is configured to display the advertisement for the customer.

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